

Digital Marketing, Social Media Marketing, and Brand Trust on The Intention as Strategic to Buy Local Indonesian Brand Products

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ARTICLE INFO	ABSTRACT
<p>Article History: Received: 15 Aug 2024 Revised: 20 Oct 2024 Accepted: 09 Dec 2024 Available Online: 19 Dec 2024</p> <p>DOI: https://doi.org/10.56536/ijmres.v14i4.677</p> <p>Keywords: Brand Trust, Digital Marketing, Purchase Intention, Social media marketing.</p> <p>JEL Classification: L1, M12, M15, M31.</p>	<p>In the development of the digital era, digital marketing and brand trust can be factors that influence the intention to buy consumers. Social media marketing also plays a role in attracting the attention of consumers and building strong relationships with them. Study This aims to analyse the influence of digital marketing, social media marketing, and trust brands to buy SMEs' local brands in Yogyakarta, Indonesia. This study used the method of taking samples in a way random with a quota sampling technique. Samples were done via Google Forms and filled in by 196 respondents, who were counted using the formula lameshow as a calculation sample with a large population its members no can is known in a way Certain. Analytical tools used are structural equation modeling (SEM) with testing validity using a validity test convergent (loading factor) and validity discriminant with criteria Fornell-Larcker. The reliability test uses Cronbach Alpha, Composite Reliability, and AVE, and the testing hypothesis is done with SmartPLS software version 4. Research results show that digital marketing, social media marketing, and trust brand influence are positive and significant to the intention to buy local brands in Yogyakarta, Indonesia. Implications practical from findings include marketers and managers of local brands in Yogyakarta is a must focus on providing detailed information through electronic media, utilizing social media with interesting and relevant content, as well guard consistency in quality products and services for building trust and improving intention buy consumer.</p>

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INTRODUCTION

The rapid growth of local brands in Indonesia has become a prominent phenomenon in recent years. This phenomenon is driven by various factors, including the development of technology and social media make it easier promotion and distribute products, as well as increasing Power by triggering society (Sonnentag et al., 2022). Phenomenon This reflects the dynamics of growing local industry fast in globalization and change continuing culture taking place. Sales of local brands online increasingly increase, with a 25 percent increase from 2021 to 2022 (Goodstats, 2022). On online platforms, local brands occupy positions second in sales the most. This sector also contributes big to

the economy of Indonesian creatives, donating around 17 percent of the total income sector, the prediction for 2024 shows the trend of Busy Sustainable Style in demand because awareness will environment the more increasing among the community. With sales increasing online products, local brands in Yogyakarta, Indonesia, and Indonesia have a chance big for increase their exposure and market access, esp by utilizing the trend of an increasingly sustainable style popular. Apart from that, the position of Yogyakarta, Indonesia, and Indonesia as the center of art and culture in Indonesia can also become superior separately for brands local there, possibly for presenting mark plus in design and image unique brand. With an understanding deep about the preferences of consumers for products, this brand can optimize digital marketing strategies (Fluhrer & Brahm, 2023).

Digital marketing strategy can cover the use of social media to build community and improve awareness brand, utilization of SEO (Search Engine Optimization) to increase visibility on the machine searcher, as well campaign advertisement targeted pay for reach more audience broad and specific (Abbasi et al., 2023). Through content quality such as videos, blogs, and influencer collaborations, local brands can strengthen engagement with customer potential and improve sales in a way significant (Alwan & Alshurideh, 2022). Digital marketing also possible accurate data analysis to understand the behavior of consumers, so brands can adjust marketing strategies in a way dynamic and effective (Li et al., 2023). Debate about consumer data privacy often becomes a problem attention Because practice aggressive data collection (Samaila et al., 2022). Besides that, increasing digital competition increases the cost of advertisement paid the more expensive it is (Watulingas, 2020), which can become a burden for small brands, so the use of effective social media marketing can reach optimal results at a cost lower.

Social media marketing is a strategy that leverages social media platforms to advertise products or services, foster community engagement, and interact with customers (Saputri et al., 2024). This strategy allows brands to reach a wide audience with relatively low costs and great flexibility in delivering marketing messages. Through interesting content like images, videos, and stories, brands can create more personal interaction with customers, increasing loyalty, and getting direct feedback (Wicaksari et al., 2024). Platforms like Instagram, Facebook, and TikTok deliver tool analytics that help brands measure the effectiveness of campaigns and understand preference audiences (Wu et al., 2023). However, there are worries about the privacy and security of user data, because the collection and use of personal data for targeting more ads effectively Can considered bother (Amoako et al., 2022). Apart from that, though can increase visibility, competition on social media is fierce, and platform algorithms often change, making the brand Keep going and adapt To still relevant (Alsoud et al., 2023). With guard transparency and integrity in online interactions, brands can strengthen the trust in customers (brand trust) for success period long on social media.

Brand trust is confidence in consumers that A brand will fulfill its promises and can be reliable in the long term (Shafiq et al., 2023). This belief is formed through consistent experience positive, transparency in communication, and quality products or high service. Building brand trust can make consumer's own access easy for inspection review, sharing experiences, and submitting complaints in a way public (Babar et al., 2024). A successful brand builds trust and tends to get loyalty strong

customers and recommendations from mouth to mouth, which is very valuable in an environment competitive (Evina et al., 2024). However, there are risks that appear when a brand fails to fulfill expectations or nonconformity between promise and reality, which can be spread fast on social media and destroy reputation (Singh et al., 2021). Additionally, transparency is excessive and sometimes can disclose weaknesses or Internal problems, which can also have a negative impact (Saepuddin & Saputra, 2023). Building and maintaining brand trust requires a balance between honesty, consistency, and management of careful risk, ensuring that the brand still can trusted without sacrificing trust self or mark in essence, so in the end increase purchase intention or intention buy consumer to product or service (Abdullah et al., 2023).

Purchase intention refers to the tendencies or willingness of consumers to buy a product or service in a period future time (Novanda et al., 2023). This matter reflects the level of readiness of consumers for transaction purchases, which are influenced by various factors like preference personal, and experience with the previously used product, as well influence external like recommendations from Friends or family, advertising, and online reviews (Lau et al., 2023). Purchase intention level is often considered as an indicator beginning from the potency sale something a product or service. Consumers who have high purchase intention tend more possible for do purchase in a way active (Permana et al., 2024), provisional those who have low purchase intention or are doubtful perhaps will postpone or even avoid the purchase.

Based on the background behind this, study this is important because it can reduce or minimize the negative impact of a lack of understanding of consumer preferences and needs which is often the main obstacle in marketing strategies. Understanding consumer purchase intention can provide in-depth insight for brands to develop more effective and targeted strategies. With this knowledge, brands can design more personalized and relevant marketing campaigns, which can ultimately increase conversions and sales.

LITERATURE REVIEW

This research is based on the theory of consumer decision-making put forward by John A. Howard and Jagdish N. Sheth in 1969 in their work "Theory of Buyer Behavior", which is one of the comprehensive models in understanding consumer behavior (Howard & Jagdish, 1969). This theory focuses on the retrieval process decisions made by consumers in purchase intention (Konuk, 2021). Purchase intent theory is an indicator important in behavior consumers show trend individual for do purchase something product or service (Husain et al., 2022). Draft This became the attention of study consumers Because considered a stage beginning in the purchasing process that leads to action real and possibly helps the company design more marketing strategies effectively (Zhao & Chan, 2023). Digital marketing as a marketing strategy through online platforms plays a role in forming the perception of consumers to products or services (Mekala et al., 2021). Digital marketing is capable increase exposure to the brand and influencing the attitude of the consumer to purchase one of them using social media marketing (To & Trinh, 2021). Social media marketing as a crucial component of digital marketing has a significant impact on to purchase intention of consumers (Alwan & Alshurideh,

2022). Interaction activity and content interesting on social media increase the involvement of consumers with brands that can influence purchase intention (Li et al., 2023). Apart from that, brand trust becomes a factor in the form of intention to buy from consumers (Amegbe et al., 2023). Consumers tend to choose products or services from the brand they are believe me, you can build through consistency quality, transparency information, and experience positive previously (Van der Merwe et al., 2024).

Influence Digital Marketing towards Purchase Intention

Through platforms such as social media, companies can reach millions of users all over the world, improve the possibility consumers know the products or services offered, and thereby increase their intention to buy them (McGaughey, 2021). Studies show that the more often consumers are exposed to digital advertising, the increasing big possibility of considering purchasing a product one of the main advantages of digital marketing is its ability to target advertising based on demographic data, behavior, and consumer preferences (Ali & Ali, 2021). Personalized advertising become more relevant for consumers and more effective in pushing the intention to buy (Becker & Gijzenberg, 2023). Digital marketing facilitates two-way interaction between companies and consumers. Through social media, consumers can communicate directly with the company, provide bait turns, and get responses fast (Gupta & Mathur, 2023). Interaction This creates a sense of involvement and closeness between consumers and brands, which can increase purchase intention (Rahman & Saputra, 2023). Convenience access This creates a purchasing process more efficient and improves intention buy consumers (Kanapathipillai & Kumaran, 2022).

H1: Digital marketing influential positive and significant to purchase intention

Influence Social Media Marketing to Purchase Intention

Companies that use content interesting, active interaction, and advertising can build connections with more reach (Becker & Gijzenberg, 2023). The effectiveness of social media marketing in increasing the intention buy consumers can create a relevant and enjoyable experience for users (Savitri et al., 2022). This matter impacts improvement involvement (engagement) and trust in the brand (Puspitasari et al., 2024). The interactions carried out via social media possible for the company to communicate directly with consumers, deliver responses quickly to questions or complaints, as well gather bait valuable returns for repair products or services (Saputra et al., 2025). Shared content via social media has the potential to go viral, which can expand the range of marketing at a relatively cost low compared to the method of marketing traditional (Burkert et al., 2023). Analytical data obtained from social media platforms also help the company understand the preferences and behavior of consumers, so possible marketing strategy adjustments in a way real-time (Nurhayati et al., 2023).

H2: Social media marketing influential positive and significant to purchase intention

Influence Brand Trust on Purchase Intention

Brand trust is confidence in consumers that something brand will fulfill promises made as well as give consistent value and quality (Beltramino et al., 2023). When consumers have high trust in a brand, they tend to feel safer and more comfortable in making purchases, because they perceive the risks associated with that decision to be lower (Ariani, 2021). Brand trust Not only reduces perception risk but facilitates connection more emotionally strong between consumers and brands (Carlson et al., 2023). Connection emotions can increase loyalty to consumers who can push higher purchase intention (Salhab et al., 2023). Brand trust can influence the enhancement of loyalty among consumers, frequency more purchases, and recommendations positive from mouth to mouth (Ellitan et al., 2022). Loyal consumers tend to make purchases repeatable which can help interesting customers (Silva et al., 2022). Recommendations from consumers who feel satisfied own strength of significant marketing, because candidate customers are often trust the recommendations of the people they are now compared to with advertisement (Then & Johan, 2021).

H3: Brand trust influential positive and significant to purchase intention

RESEARCH METHODOLOGY

Research Model

Digital marketing research variables and purchase intention were adopted from (Dastane, 2020), social media marketing was adopted by (Manzoor et al., 2020), and brand trust was adopted by (Jung et al., 2014).

Population and Sample

The population in this study were all consumers who had shopped or had experience with products from local brands in Yogyakarta, Indonesia. With unknown quantities calculated using the Lemeshow formula. Lameshow is used when the population size is unknown (infinite). The sample criteria used are:

$$n = \frac{z^2 \cdot P(1 - P)}{d^2}$$

Where:

n : Number of Samples

z : Z score at 95% confidence = 1.96

p : Maximum estimate 50% = 0.5

d : Error rate 7 % = 0.07

From the formula above, the number of samples in this study can be calculated as :

$$n = \frac{1,96^2 \cdot 0,5(1-0,5)}{0,07^2} = 196$$

Based on the calculation size samples required were 196 respondents.

Analysis Tools

The model used is Structural Equation Modeling (SEM) with an instrument form questionnaire that uses a Likert scale of 1-5. Analytical tools used for test validity are Convergent Validity (Loading Factor), with The loading factor value, must be more than 0.70 (Chin, 1998), and Discriminant Validity (Fornell-Larcker Criterion) if the square root of each construct must have more measurements of big compared to with correlation between One construct with construct other in the model (Fornell & Larcker, 1981). Reliability tests using (Cronbach Alpha, Composite Reliability, and AVE) with Composite Reliability and Cronbach's Alpha ≥ 0.70 , as well as extract variance (AVE) and advanced reliability tests that have a size of ≥ 0.5 , were carried out using SmartPLS version 4 software.

RESULT AND DISCUSSION

Respondent Profile

The following is a profile respondent have summarized in Table 1:

Table 1. Demographic Characteristics of Respondents

Category	Frequency	Percentage (%)
Gender		
Man	88	44.9
Woman	108	55.1
Age moment This		
17 to 25 years	92	46.9
26 to 35 years	64	32.7
> 35 years	40	20.4
Income per month		
< Rp.1,500,000,until	76	38.8
Rp. 1,500,000,- until Rp. 3,000,000,-	34	17.3
Rp.3,000.00- until Rp.5,000,000,-	54	27.6
> Rp. 5,000,000	32	16.3
last education		
SMA/SMK/ equivalent	103	52.6
Diploma (D1/D2/D3/D4)	13	6.6
Bachelor degree	64	32.7
Postgraduate (S2/S3)	16	8.1
Amount	196	100%

Source: Primary data processed, 2024

In Table 1 of 196 respondents, there were 108 dominant women (55.1%), aged 17until25 years 92 people (46.9%), with income not enough from IDR 1,500,000 per month, 76 people (38.8%), and education last high school/vocational school/ equivalent a total of 103 people (52.6%).

Research Instrument Results

Table 2. Outer Loading and Average Validity Test Results

Variable	Indicator	Outer Loading	Average
Digital Marketing (X1)	X1.1: Digital marketing helps me look for the right product moment shop online	0.784	3.71
	X1.2: Digital marketing delivers information quality.	0.847	3.53
	X1.3: Detailed information is available in the electronic media moment shop online.	0.803	3.81**
	X1.4: Easy to do a comparison with other products on the current website and shop online.	0.770	3.45*
	X1.5: Exchange opinions with other people is possible via networking sites and social brands.	0.751	3.67
	X1.6: Digital marketing facilitates shopping 24/7.	0.776	3.59
Social Media Marketing (X2)	X2.1: Do you think social media makes your life more easy?	0.807	3.66**
	X2.2: I'm very enthusiastic about looking for description products on electronic platforms such as the internet, email, or web.	0.826	3.63
	X2.3: Do you think social media gives accurate and precise knowledge about products and services?	0.772	3.32
	X2.4: Social media innovate ways to advertise products or services in a way efficient.	0.736	3.56
	X2.5: Are You Like using methods of buying and selling products or services using social media?	0.772	3.13
	X2.6: Is according to you social media marketing inspiring you to make a decision purchase?	0.819	3.56
	X2.7: I like it use up time more a lot on social media Because I Like to see what's the latest in the world of local brands.	0.719	3.10*
	X2.8: With the use of message advertisement through telephone hold, I can show innovation to friends.	0.741	3.32
Brand Trust (X3)	X3.1: This is a brand that meets Hope I.	0.828	3.35
	X3.2: I feel belief self about brand This.	0.739	3.06*
	X3.3: These are brands that won't disappoint me.	0.820	3.79**
	X3.4: This brand ensures satisfaction.	0.875	3.59
Purchase Intention (Y)	Y1: I intend to become a buyer online.	0.736	3.38*
	Y2: Favorite I for becoming a buyer online is huge.	0.880	3.74
	Y3: I do become a buyer online.	0.857	4.02**
	Y4: I have high intentions of becoming a buyer online.	0.810	3.51
	Y5: Every time I surf the web to look for a product, I plan To buy in a way online.	0.801	3.98

* Lowest Mean

**Higher mean

Source: Primary data processed by PLS 4.0, 2024

Table 2. states the values outer loading show more value big of 0.70 the results show That all indicators are valid. Furthermore, the Average Variance Extracted (AVE) test is known to be valid if > 0.50 (Henseler et al., 2014).

Table 3. Average Variance Extracted Test (AVE) and Cronbach's Alpha and Composite Reliability Test

Variable	Average Variance Extracted (AVE)	Cronbach's Alpha	rho_A	Composite Reliability	Cronbach's Alpha	Information
Digital Marketing (X1)	0.623	0.879	0.881	0.908	0.879	Valid / Reliable
Social Media Marketing (X2)	0.600	0.904	0.906	0.923	0.904	Valid / Reliable
Brand Trust (X3)	0.668	0.836	0.855	0.889	0.836	Valid / Reliable
Purchase Intention (Y)	0.669	0.876	0.883	0.910	0.876	Valid / Reliable

Source: Primary data processed by PLS 4.0, 2024

Table 3 shows that the AVE value is > 0.50 all variables are valid and have value composite reliability and a value Cronbach Alpha is bigger than 0.70 then resulting in the show That all variables are Already reliable.

Table 4. Discriminant Validity Test (Fornell Larcker C)

Variable	Digital Marketing (X1)	Social Media Marketing (X2)	Brand Trust (X3)	Purchase Intention (Y)
Digital Marketing (X1)	0.789			
Social Media Marketing (X2)	0.746	0.775		
Brand Trust (X3)	0.655	0.673	0.817	
Purchase Intention (Y)	0.724	0.661	0.696	0.818

Source: Primary data processed by PLS 4.0, 2024

Table 4 states that the constructed value bigger than the construct of other variables then the results show If all variables are valid. Thus, the construct estimates in the model fulfill discriminant validity requirements. (Fornell & Larcker, 1981).

Table 5. Goodness-of-Fit Measures Test

Indicator	Estimated Model	Information
SRMR	0.077	acceptable if ≤ 0.08
d_ULS	1,632	acceptable if ≥ 0.95
d_G	0.915	acceptable if $P \geq 0.05$
Chi-Square	882.213	close to zero
NFI	0.736	acceptable if ≥ 0.90

Source: Primary data processed by PLS 4.0, 2024

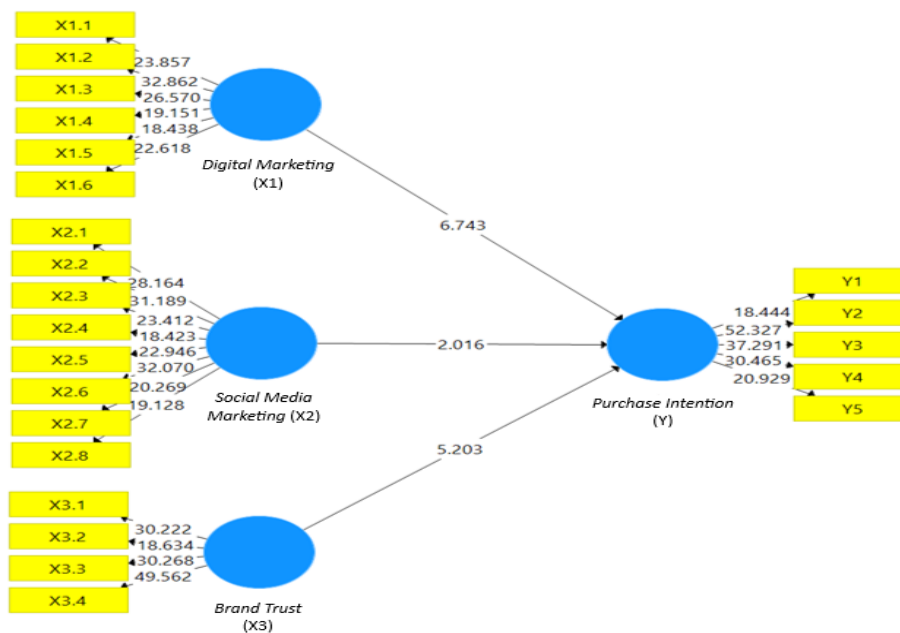
Table 5 shows that the model fit value of 0.077 and the NFI value of 0.736 are closer to number 1 than in the study This Already shows a fit model.

Table 6. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results
Digital Marketing (X1) > Purchase Intention (Y)	0.401	0.404	0.059	6,743	0,000	Significant
Social Media Marketing (X2) > Purchase Intention (Y)	0.129	0.131	0.064	2,016	0.044	Significant
Brand Trust (X3) > Purchase Intention (Y)	0.347	0.344	0.067	5,203	0,000	Significant

Source: Primary data processed by PLS 4.0, 2024

Table 6 reveals that Digital Marketing significantly and positively impacts Purchase Intention, evidenced by an original sample value of 0.401, a t-statistic of 6.743, and a P value of 0.000, which is less than 0.05. Similarly, Social Media Marketing shows a positive and significant effect on Purchase Intention, with an original sample value of 0.129, a t-statistic of 2.016, and a P value of 0.044, also below 0.05. Additionally, Brand Trust positively and significantly influences Purchase Intention, as indicated by an original sample value of 0.347, a t-statistic of 5.203, and a P value of 0.000, which is below 0.05.

**Figure 1. T-test**

Source: Primary data processed using SmartPLS 4.0, 2024

Discussion

Digital Marketing Has a Positive and Significant Influence on Purchase Intention

The first finding of this research was that respondents used detailed product information references from electronic media when they wanted to buy online. These results are by the descriptive analysis of this research, it is known that indicator X1.3: "Detailed information is available in electronic media when shopping online" has the highest average, meaning that consumers really appreciate the availability of detailed and easily accessible information when shopping online. This complete and easy-to-find information helps consumers make more informed and confident purchasing decisions, thereby increasing their purchase intentions. With complete and clear information, consumers feel more confident and comfortable when shopping, which in turn encourages them to make purchases. Digital marketing possible companies to reach more audience-wide with more costs compared to marketing traditional (Clarence & Keni, 2022). Through platforms such as social media, companies can reach millions of users all over the world, improve the possibility consumers know the products or services offered, and thereby increase intention to buy them (Sobaih et al., 2022). Studies show that the more often consumers are exposed to digital advertising, increasing big possibility of considering purchasing products. One of the main advantages of digital marketing is its ability to target advertising based on demographic data, behavior, and consumer preferences (Saputra et al., 2024). Personalized advertising become more relevant for consumers and more effective in pushing the intention to buy (Cury et al., 2023). Digital marketing facilitates two-way interaction between companies and consumers. Through social media, consumers can communicate directly with the company, provide bait turns, and get responses fast (Yan et al., 2020). Interaction This creates a sense of involvement and closeness between consumers and brands, which can increase purchase intention (Ellitan et al., 2022). Convenience access This creates a purchasing process more efficient and improves intention buy consumers (Kanapathipillai & Kumaran, 2022).

Social Media Marketing Has a Positive and Significant Influence on Purchase Intention

The second finding in this research is that respondents found that social media can make life easier. These results are consistent with the descriptive analysis of this research, known as indicator X2.2: "Do you think social media makes your life easier?" having the highest average means that consumers feel real benefits from social media in facilitating their daily activities, including searching for information about products and making purchases. Companies that use interesting content, active interactions, and advertising can build relationships with greater reach (Su et al., 2024). The effectiveness of social media marketing in increasing consumer purchase intentions can create relevant and enjoyable experiences for users (Savitri et al., 2022). This has an impact on increasing engagement and trust in the brand (Anggoro & Saputra, 2023). Interactions carried out through social media allow companies to communicate directly with consumers, provide quick responses to questions or complaints, and collect valuable feedback for improving products or services (Bramanto & Saputra, 2022). Content shared via social media has the potential to go viral, which can expand marketing reach at a relatively low cost compared to traditional marketing methods (Hartiana & Saputra, 2022).

Analytical data obtained from social media platforms also helps companies understand consumer preferences and behavior, thereby enabling real-time adjustments to marketing strategies (Salhab et al., 2023).

Brand Trust Has a Positive and Significant Influence on Purchase Intention

The third finding in this research was that respondents found that brand trust would not disappoint buyers. These results are consistent with the descriptive analysis of this research, it is known that indicator X3.3: "This is a brand that will not disappoint me" has the highest average, meaning that consumers really believe that the brand will always meet or even exceed their expectations. This trust reduces uncertainty and perceived risk associated with a purchase, thereby increasing purchase intention. When consumers have a level of high trust in something brand, consumer tend to feel safer and more comfortable for do purchase, because consider the associated risks with decision the lower (Kessler et al., 2021). Brand trust Not only reduces perception risk but facilitates connection more emotional strong between consumers and brands (Sanny et al., 2020). Connection emotions can increase loyalty to consumers who can push higher purchase intention (Salhab et al., 2023). Brand trust can influence the enhancement of loyalty among consumers, frequency more purchases, and recommendations positive from mouth to mouth (Ellitan et al., 2022). Loyal consumers tend to make purchases repeatable which can help interesting customers (Silva et al., 2022). Recommendations from consumers who feel satisfied own strength of significant marketing, because candidate customers often trust the recommendations of the people they are now compared to with advertisement (Then & Johan, 2021).

CONCLUSION AND IMPLICATION

Based on the research findings outlined earlier, it can be concluded that Digital Marketing, Social Media Marketing, and Brand Trust positively and significantly influence Purchase Intention for local brands in Yogyakarta, Indonesia.

Implications Theoretical

These findings suggest that consumers tend to make more confident and informed purchasing decisions when they have access to complete and clear information about the products being offered. Digital marketing is able to provide detailed information on electronic media so that companies can increase purchase intention by providing comprehensive product information. Social media marketing, as part of consumer decision-making theory, also shows that complete and easily accessible information plays an important role in the consumer decision-making process. Social media marketing strategies that focus on providing detailed information can increase consumers' purchase intentions, as they make more confident and well-informed decisions. In addition, findings on brand trust show that consumers tend to make purchasing decisions based on the evaluation of available information, and their trust in brands plays an important role in reducing perceived uncertainty and risk when purchasing products, which can ultimately increase purchase intentions.

Practical Implications

The results of this research provide strategic steps for marketers and managers of Local Brands in Yogyakarta, Indonesia, Indonesia. First, focus on providing detailed and quality information through electronic media in digital marketing to increase consumer trust and purchasing intentions. Second, in social media marketing, make it easy to use social media, create interesting and relevant content, use personalized advertising strategies, and actively interact with consumers to build strong relationships and increase trust. Third, ensure that products consistently meet consumer expectations and maintain high quality to build trust and loyalty towards the brand. All of this is increasingly important and will be even better if there is government support, whether it is legislation or policies for ease and relief in financing.

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